

THE FRAGRANCE SHOP

SALE OF THE FRAGRANCE SHOP LTD TO PEACOCK GROUP PLC

Consideration: **£11.3m - £16.3m**
Client: **Shareholders of The Fragrance Shop**

The Fragrance Shop is a rapidly expanding discount perfume retailer, with Headquarters in Liverpool. The business had been established by Bill Currie in the late 1990's and has now grown to close to 100 outlets.

Langtons Corporate Finance acted as lead advisers to Bill Currie and the other minority shareholders, assisting in the Negotiation of the sale, providing Tax Planning advice with regard to the structure of the transaction and working closely with the legal advisers to implement the deal.

The sale of the business was greatly assisted by the work previously undertaken by the Langtons Systems Solutions department in implementing robust management information systems thereby facilitating informed management decision making as well as the ease of provision of critical shop-by-shop and like-for-like performance analysis at the time of the sale.



Langtons continue to provide systems support to the Company developing and enhancing the internal reporting systems.